

The Christmas
Gift Store
Robinson Stores
LAC LA BICHE Alberta

Lac la Biche Herald

5c Per
Copy

Warm Winter Foot-
wear & Clothing
AT
Robinson Stores
LAC LA BICHE Alberta

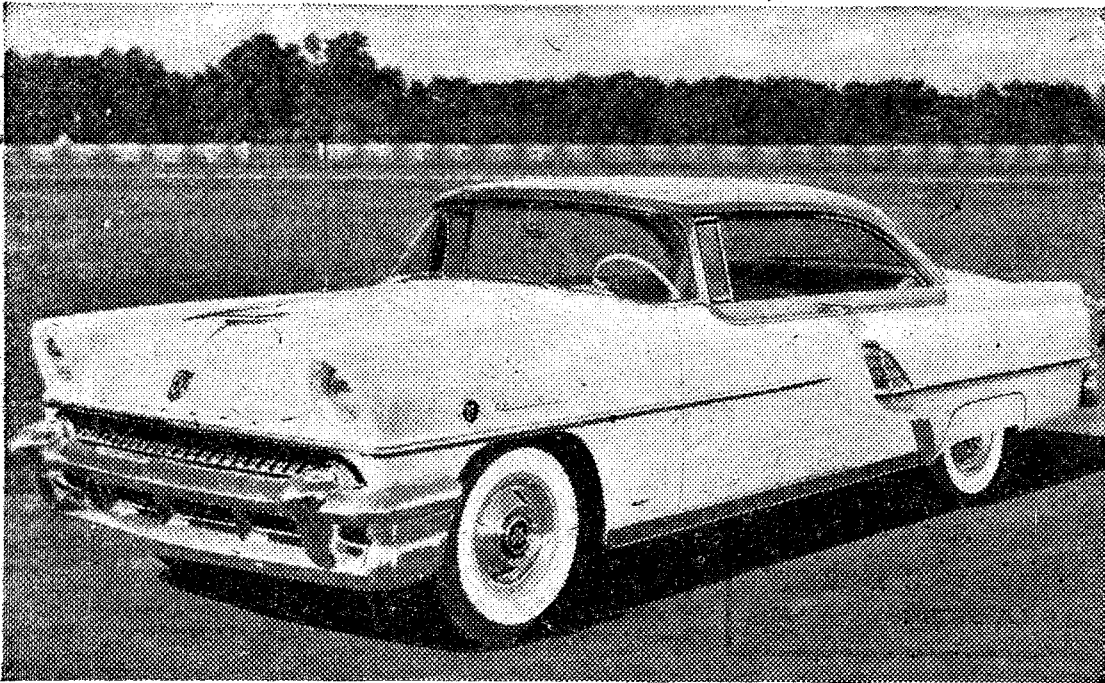
Vol. 7, No. 48

EDMONTON, ALBERTA, WEDNESDAY, DEC. 1, 1954

Section One—8 Pages

NEW PROVINCIAL BUILDING TO COST \$300,000

1955 MERCURY



WITH MANY modern improvements in styling and engineering, the 1955 Mercury passenger car line introduces an entirely new automobile—the glamorous Mercury Montclair. All Mercury models have the full-scope windshield, hooded headlights, and a more massive rear-end panel. They are two inches

wider for extra passenger comfort. Mercury offers a choice of two high-compression overhead valve V-8 engines. A 188-horsepower engine is standard in the custom and Monterey series. A special 198-horsepower engine is standard in the Montclair series and optional in the others.

St. Cathedine's Annual Bazaar Most Successful Ever Held In Lac La Biche

By REV. J. E. McGRANE

For the past few years the annual bazaar of St. Catherine's parish got bigger and better with each succeeding year and last year we thought that this was the peak, however, the record has again been broken and on Thursday, Nov. 25, 1954, this annual event broke all records.

As usual the bazaar was completely organized and under the direction of the Ladies of St. Catherine. In the afternoon there was the usual sale of work, fish pond, etc., and lunch was served during the afternoon. Then at 5:30 a regular supper was served and this kept the ladies busy until after 7:00 o'clock.

In the evening bingo was played from 8:30 until almost midnight and there was such a crowd for this event that many could not get near enough to the tables to play. The prizes were excellent. Actually \$604.00 was cleared at the bingo

and there were as many playing at the last round as at the first.

Then came the grand draw. This year the main prize was a combination coal-wood and propane stove valued around \$500.00. There was also an exquisite table cloth and a good quality suitcase. The stove was won by Mr. Bottolfs, Thorild, the table cloth by Rita Marchildon, Lac la Biche, and the suitcase by Emile Lebel, Montreal.

It will take a few days before we know exactly how much was made as there are the bills to pay and the odds and ends to clean up but the net profit to the parish will be between \$1,000.00 and \$1,500.00.

This was the best organized bazaar yet. The experience gained over the years is made good use of. There were no snags, no one kept waiting and everything ran smoothly from the minute the doors opened until the last game of bingo was played.

A new feature this year was the

sale of home-made candy by the girls of the parish. Therefore thanks and appreciation is due to all, who in any way contributed to the great success of this year's bazaar, the Ladies of St. Catherine under the presidency of Mrs. J. B. Bouvier, to M. Maccagno and L. Badry and their helpers at bingo, the ticket sellers and workers in the kitchen.

A special word of thanks is tendered to those, who so generously donated prizes for the bingo or gave individual contributions, and of course we must not forget the hundreds who patronized the bazaar, for on them hinges the success or failure of any event.

The ladies of the parish are now enjoying a well earned rest but they certainly have a very high mark to aim at, if next year they try to beat this year's record the best since 1914.

Ephrem Cote Wins Draw CHFA

PLAMONDON—Ephrem Cote has won a trip via Canadian Coachways, to any point in the North country on their route, in a draw on the French radio station CHFA. This is not the first time Mr. Cote has won a prize. In the past, he has won eight times. Recently he won a billfold, compliments of the Canadian Bedding Co. of Edmonton, who are currently sponsoring a half-hour program.

LIONS TURKEY BINGO TO AID IN COMMUNITY BETTERMENT

LAC LA BICHE—The Lac la Biche Lions Club is busy getting ready for the turkey bingo on Thursday, Dec. 9. Funds raised will be used for community projects, including a playground for the kiddies and local skating rink. The Lions plan on contributing

EARLY START AS SOON AS THE CONTRACT LET

By T. W. PUE

Any day now tenders for the new Province of Alberta building to be built in Lac la Biche will be

called for. As soon as tenders are in and the contract let to the successful bidder work will start right away. It should be completed by mid-summer of 1955.

The new Provincial Building is to cost approximately \$300,000 instead of the \$100,000 structure originally planned, H. Lobay, MLA for the Lac la Biche constituency said last week.

For some time the government has owned the land on the corner next to the Medical Centre and directly opposite Tomnuk's Lakeview Motors. As planned now, the building will be a two-storey headquarters in the district for the Alberta Liquor Store, Telephone Office, Department of Agriculture, and Treasury Branch. These will be located on the ground floor.

Upstairs there will be the district court room, Highway Department office and office of the Dept. of Municipal Affairs.

Mr. Lobay said that so far only \$100,000 has been authorized but the additional funds will be provided at the 1955 sitting of the Alberta Legislature. This will not, however, delay start on the work which will begin as soon as the contract has been let.

As the town of Lac la Biche develops, it becomes more and more important as the centre of local government and administration of provincial departments. Mr. Lobay said that because of this the government was asked to re-assess the situation as regards the size of building required. This resulted in a delay required to draw up new plans and proposals. The end result will, however, be a much larger Provincial Building which will serve not only the present but also the future requirements of the large, developing district of Lac la Biche.

A Gorge in Prospect

City Urchin (in the country)—"Quick, Jimmie, there's a bee—catch it and we'll have some honey."

Car Fails To Make Turn; Driver Injured

PLAMONDON—Joe Lemay was in an accident on November 18, when the car he was driving failed to make the turn in the road coming from Atmore.

Although he was unconscious for several hours, after being taken to the St. Catherine Hospital in Lac la Biche, he was back at work in four days.

His wife was riding in the car at the time of the accident, but escaped with only minor injuries. The car was badly damaged.

Mrs. Lilly Spencer Feted On Birthday

Mrs. Lilly Spencer of Big Bay celebrated her 94th birthday on Nov. 24. Many friends gathered at a party given in her honor. Friends came from Lac la Biche, and Mrs. Bamber of Edmonton and her grandson, Jimmy Spencer, just back from Korea recently, were also present.

Many gifts were received from her friends. Mrs. Spencer is one of the pioneer women of the district. Her deceased husband was once an employee of the H.B.C. post here.

AURORA THEATRE

Lac la Biche Alberta PRESENTS

Wed., Dec. 1—
"DUEL IN THE SUN"
(Adult — Technicolor)

Starring Jennifer Jones, Gregory Peck, Joseph Cotten, Lionel Barrymore.

Thurs., Fri., Sat., Dec. 2, 3, 4—
"KING RICHARD AND THE CRUSADERS"

Cinemascope and Warner Color
Starring Rex Harrison, Virginia Mayo, George Sanders.

Mon. and Tues., Dec. 6-7—
"Abbott and Costello Meet Dr. Jekyll and Mr. Hyde"

also
"Man On A Tight Rope"
Starring Frederic March and Gloria Grahame.

ALBERTA FLOUR AND FEED

10502 97 Street Phone 21017 EDMONTON

FOR

Super Blend Mink Cereal

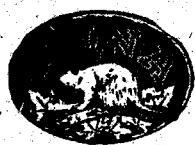
Mink Ranch Supplies

Hog and Poultry Feeds and Chops

MINK RANCHERS!

We can supply all your pelting requirements.

Lac La Biche Herald



Published weekly at
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T. W. PUE,
Publisher.

(Authorized as second class mail,
Post Office Dept., Ottawa)
Subscriptions \$2.00 per year.
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2c per word per insertion;
minimum charge 50c per week.
Payable in advance.

Mr. Douglas Johnstone, Lac La
Biche, Local Editor

REPORTERS

Miss Dorothy Walter, Noral.
Mr. C. M. Sutton, Grassland.
Mrs. H. L. Thompson, Briereville.
Mrs. L. G. Amiot, Egg Lake.
Miss Vera Carlson, Freedom.
Mr. L. Nahorney, Frains.
Mrs. E. Koltowski, Donatville.
Mrs. H. Calliou, Kikino.
Mrs. J. Tikkenan, Rich Lake.
Mrs. S. Karpetz, Charron.
Mrs. A. Beaudion, Lac La Biche
Mission.
Miss E. Meyer, Caslan.
Edward Rayment, Hyllo.
Mrs. E. J. Cote, Plamondon.
Miss Christine Johnson, Avenir.
Miss Marie Boulanger, Gourin.
Miss Mona Lefevre, Venice.
Miss Irene Smith, Lac la Biche.
Wilf Woychuk, Noral.

This One
Was Loaded

EDMONTON (BUP). — An Ed-
monton man accidentally shot
himself while cleaning his shot-
gun.

Police say the victim of the mis-
hap was John Gach, 40, of 10221
148th Street.

Gach is survived by his wife,
Doris, four girls and a boy.

Hair Styles of Tomorrow



For the latest
in—
Hair Styling
Hair Shaping
Permanents
Cold Waves

IRENE'S
Beauty Shoppe
LAC LA BICHE Alberta

81-YEAR OLD "IMMIGRANT COMES
TO EDMONTON TO STAY

EDMONTON (BUP). — An 81-
year-old Englishwoman settled
down to take a closer look at Can-
ada after completing a 5,000-mile
flight from London to Edmonton.

At first glance, said spy Mrs.
Alice Davies, Canada "looks like
a wilderness."

But she says she intends to stay
"until the end of my days, unless
I'm kicked out." She's living with
her nephew, H. L. Jewell of Ed-
monton.

Mrs. Davies had plenty of com-
ment on her trip and on Canada
when she arrived. But she pre-
faced her remarks with the state-

ment that: "I'm a Cockney, else I
shouldn't be so blunt."

"But it surely was a job to get
out of England," said Mrs. Davies.
"I thought certainly they wanted
to keep me."

"And then the money—I can't
get back with only the five one-
pound notes I was allowed to take
out, although I'm to get \$1,000
later on."

She said she couldn't under-
stand what all the fuss over her
was about. "I suppose I'm a freak,
you may put it down to that," she
said. "From 11:30 a.m. yester-
day there were four or five re-
porters and half a dozen photog-
raphers at stops on the way. I
believe they must have thought I
was mad to be travelling this way."

Mrs. Davies said her trip from
London to Montreal was wonder-
ful. But she wasn't so enthusi-
astic about the hop across the
country. She was in too much of
a hurry to wait 24 hours for a
first class flight.

At Montreal, she said, "I was

Increased Grants
To MD's On Basis
Of Need

EDMONTON (BUP). — Alberta
Municipal Affairs Minister C. E.
Gerhart says the next session of
the legislature probably will ap-
prove slightly higher grants to
municipalities on the basis of
need.

Mr. Gerhart spoke at the Ed-
monton convention of the Alberta
Association of Municipal Districts.

Under the present system of
grants, he said, one-third of the
allocation is given on the basis of
need and two-thirds on the basis
of assessment.

Says Mr. Gerhart: "It has be-
come evident that more has to be
put into that part of the grant
system based on need."

He indicated that the division
might be half and half.

Contracts
Awarded

EDMONTON (BUP). — Alberta
Economic Affairs Minister A. J.
Hooke announces that a \$99,000
contract has been awarded for the
construction of six staff homes
and three double garages for the
new school for the deaf in Edmon-
ton.

The contract was given to J. A.
Greene, who submitted the lowest
of five bids on the job.

BUY IT HERE!

Tasty, delicious and wholesome
Home-made Bread, baked right
here in town.

Buy it at

Richard's Bakery

LAC LA BICHE

Alta

shoved in a wheel chair and sur-
rounded by customs men, then
bundled back into a plane again.
I really can't understand it." For
one thing, she doesn't need a
wheel chair.

Edmonton houses reminded Mrs.
Davies of doll houses in Britain.
"Small prettily painted and
brightened with electric lights,"
is the way she describes them."

FOR SALE

Lots 8 and 9
Lots B.L.K.
Lot 29
Plan 27. H.W.

APPLY:

MRS. A. TREMBLAY
12109 - 93 St. EDMONTON

MAKE NO MISTAKE!

When it comes to farm machinery. Buy
at this dependable sign.

In Atmore your International Harvester
Dealer is—

ROLAND VINCENT

GENERAL MERCHANT

Groceries, Confectionery, Fresh Meats, Fruits and Vegetables.
HUNTER'S SUPPLIES at reduced prices.

ATMORE

Alberta

"PINTO PONY" XMAS SPECIAL
YOUR NAME "BRANDED"
ON THIS INDESTRUCTIBLE PONY
NEIGHS AS YOU RIDE! 2 for \$3.00

Sensationally new! At last you can have your own
pony "branded" with your first name right across his
front. Amazing new Vinyl Plastic Pony inflates to
extra-large size. Kids from 6 months to 10 years get
the pony rides of their lives when they ride this
Buckin' Bronco across the range! You can sit on him,
kick him, bounce him, whip him—but you won't hurt
him. He'll ask for more. He "neighs" with each bounce
almost human! He's big, tough and strong—200-lb.
man can ride him, stamp on him and we guarantee it
will not break. Electronically sealed seams. Special low
introductory price—only \$3.00 for two. Buy them for
every child on your list at this amazing low offer. Send
\$2.00 if you only wish one pony. Supply limited, so order as many as you need
NOW. Be sure to "PRINT" names of children you want on pony. One name on
each! Satisfaction guaranteed! CHRISTMAS DELIVERY GUARANTEED.

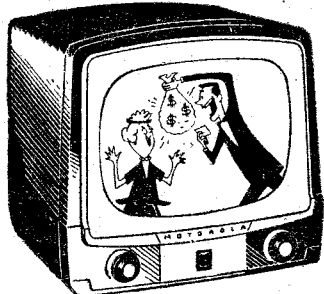


DEPT. , STRATTON MFG. CO., 96 KING ST. W., TORONTO, ONT.

Motorola TV

with the NEW Double-Power Picture

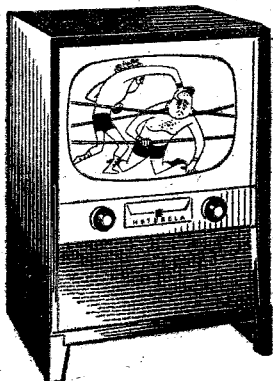
Brings you Television's Clearest, Most Powerful,
Dependable Picture! See it Now!



THEY MARVEL AT THIS
TABLE MODEL

MODEL 17T15—Stain, warp, fade-
proof mahogany plastic. 17-in. tube.
Built-in UHF-VHF antenna. Distance
Selector switch. Robot 82 UHF-VHF
Tuning Optional.

THEY RAVE ABOUT THIS
CONSOLE



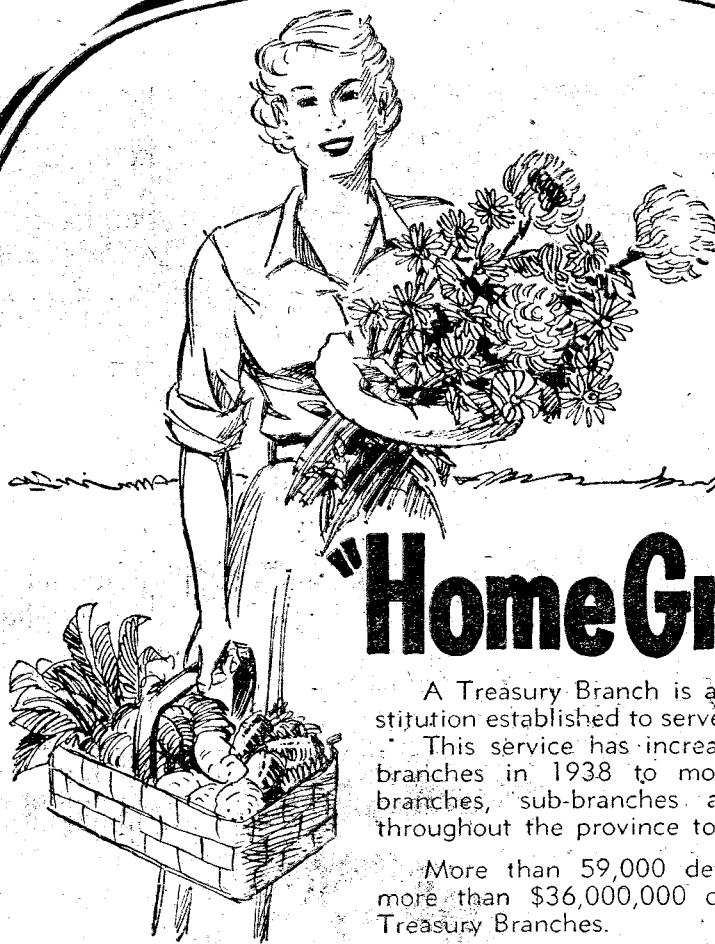
MODEL 21K12W—New Glare Down/
Sound Up styling. Lifetime Focus 21-
inch picture tube. Walnut finish. Robot
82 UHF-VHF Tuning optional. Mahog-
any or blond finish slightly more.

Full 1-Year Warranty on All Parts!
Prices Include Federal Excise Tax!

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LAC LA BICHE

Alberta



"HomeGrown"

A Treasury Branch is a financial in-
stitution established to serve Albertans.

This service has increased from six
branches in 1938 to more than 140
branches, sub-branches and agencies
throughout the province today.

More than 59,000 depositors have
more than \$36,000,000 on deposit in
Treasury Branches.

Many financial services are at your
disposal. Each of the services offered is
like the produce of your own garden—
readily available. The managers and
staffs of the Treasury Branches are avail-
able to give you personalized, friendly
and efficient financial advice and service.

AN ALBERTA SERVICE FOR ALBERTANS

Your Provincial
TREASURY BRANCHES

GOVERNMENT OF THE PROVINCE OF ALBERTA

Consult

R. E. White, Manager

LAC LA BICHE

Can't Print**Anonymous Letter**

The editor of the Lac la Biche Herald received an unsigned letter purporting to comment on certain social events in the community. At least, the letter is signed, "The Town Gossiper, Lac la Biche" but this leaves no clue as to the identity of the writer. The paper cannot assume responsibility for printing a letter when the writer has not the courage to sign his own name.

If the "Town Gossiper" would make his or her identity known perhaps their ability to report news might make itself felt in sending in regular weekly news reports of happenings in the community, which will help to boost the cause of good will in Lac la Biche.

Plamondon

Mr. and Mrs. Arthur Varin and son motored to Edmonton with Leonard Gravelle.

Born to Mr. and Mrs. Adrien Bourassa on November 13, a son, David.

Mr. and Mrs. Alex Plamondon of Amesbury are the proud parents of a baby girl, Coleen.

Joe Perner and Leo Perner made a trip to Saskatchewan.

Valmore Plamondon has gone to Rutland, B.C., to sell his property.

Mr. McVae of the Dept. of Veterans' Affairs will be in Plamondon on December 1.

An agricultural meeting and canvassing for members will take place in Plamondon on December 1. Free lunch will be served to all members.

Mr. and Mrs. Isidore Gauthier

have returned from visiting in Edmonton.

Bernie Chamberland of Legal visited his friend, Eugene Plamondon.

Mr. and Mrs. Louis Bourassa of Edmonton were visiting in Plamondon.

To Organize Youth Club

The first meeting to make plans for the organization of the Lac la Biche Youth club was held recently. The new group is for all those in the 4 to 35 age groups. At the time of writing, no officers had been elected. But it is expected that full information will be given Local Editor of the Lac La Biche Herald, Douglas Johnston, who will write up a complete report for the next issue of the paper.

To Build New House

LAC LA BICHE. — Mrs. Polly Shulko has sold her house to District Agriculturist J. S. Lore, who has taken up residence there opposite the high school. Mrs. Shulke is now living with her baby son, Billy, at Venice, until her new home is ready for occupancy. This is just next to Rudigars' and should be ready for occupancy about December 20.

Caslan

Mrs. Slanko had her daughter from Manitoba and her son from Edmonton as guests last week.

The district was well represented at the Social Credit meeting in Lac la Biche.

Mr. and Mrs. S. Cislo motored to Edmonton for a day recently.

Mrs. S. Duchynch is a patient in the Lac la Biche hospital.

There has been a well dug on the school property to supply water for the school and teacherage.

Mrs. G. Waselenchuk is home again after being a patient in an Edmonton hospital.

W. Krawchuk made a business trip to Edmonton.

Mr. and Mrs. John Sawka of Thorhild were visitors at the Walter Meyer home.

T. Coulter was a business visitor in Edmonton last week.

A. Danyluk made a trip to Vegreville to visit friends after an absence of 20 years.

McEachern & Sons Ltd. wish to announce that they are now the proprietors of

HYLO MOTORS

See us for all your Automobile and Tractor Repairs, Imperial Esso Products

McEachern & Sons Ltd.
HYLO Alberta

For a Complete Insurance Service

Fire - Life - Automobile Accident

SEE

Michael Maccagno

REAL ESTATE
NOTARY PUBLIC

LAC LA BICHE



Phone 21

Lac La Biche Mission

Mission Church by Rev. Father Levert.

Hogan Bros. were at the Lac la Biche mink show last week.

Mr. and Mrs. Charlie Redman and Mr. and Mrs. Charlie Strum

There will be a concert and bingo game Sunday Dec. 5 at the convent at 8 p.m. sponsored by the Rev. Fille de Jesus.

Joseph Denis Edmond Paree from Calgary were visiting at Lee from Egg Lake was baptised at the Charbonneau's for the weekend.

TRACTOR SALE

Buy a good used tractor now in the off season while prices are low.

15-30 IHC	\$ 75
Massey-Harris "30"	\$ 995
Massey-Harris "44"	\$1595
15-30 IHC	\$ 225
Massey-Harris "77"	\$1395
Massey-Harris "55"	\$2395

All these machines are in good shape and ready to go.

HEC'S SALES & SERVICE

LAC LA BICHE

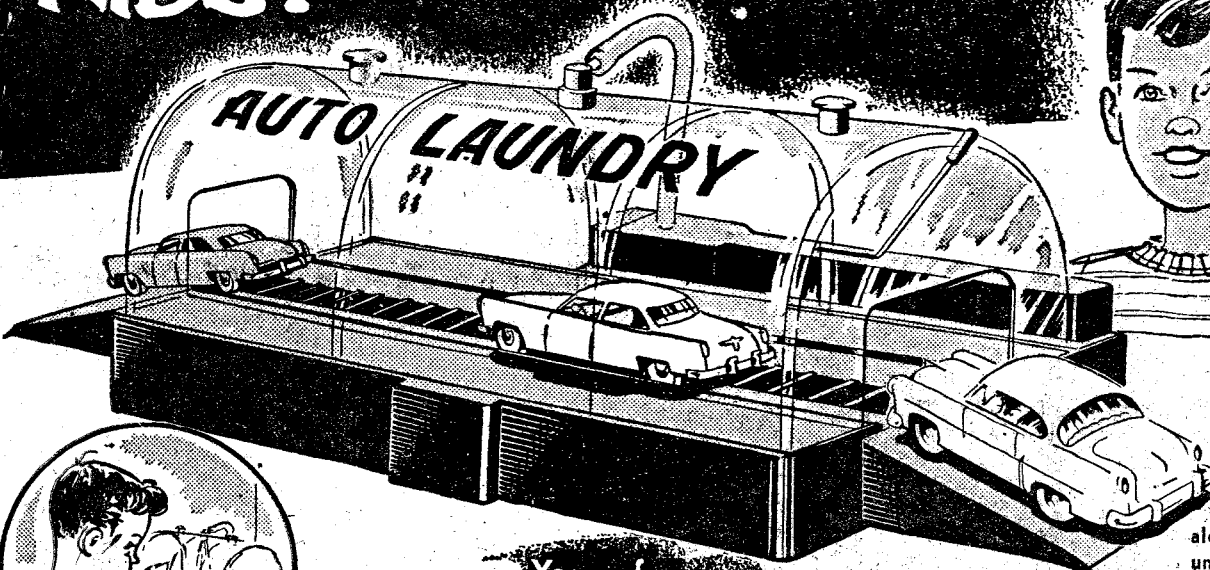
Alberta

HEY KIDS!

THIS DANDY CAR WASH HAS A REAL WATER PUMP AND A MOVING BELT FOR YOU TO OPERATE

and you get 40 toy cars with every Car Wash!

SEND FOR YOURS NOW!



Come a' running, Kids! ... for this is the greatest toy Car Wash you've ever seen. It's just like the garage where grown-ups have their car washed! You operate the handle at the side to move your toy cars along the moving belt inside the Car Wash. At the same time a water pump sprays water from the roof to wash each car as it moves through. When empty, you just refill the water tank at the side.

Looks like, works like a real Car Wash

You'll have loads of fun lining up the many toy cars you get along with your Car Wash ... running them up to the ramp, under the water pump and out the other side! Then you give them a wipe with a piece of cloth Mom will give you. You can wash 30 big cars or 60 small ones with every tankful of water! You'll be all ready then to operate this dandy Car Wash ... and wash your pals' toy cars too when they come over to play with you.



FREE With every Car Wash we'll send you a bag containing approximately 40 plastic toy cars (all kinds — cars, trucks, buses) absolutely free ... They're yours free so you can start right in operating your Car Wash like a real, busy washing station. Hurry, get yours to-day. Mail this coupon Now!

Yours for
2.98
ONLY

No risk because money refunded by return if not delighted

HURRY! You can buy this terrific Car Wash only by mail ... not on sale at any store. Be sure to get yours now ... mail the coupon to-day for your Car Wash and Plastic Bag with 40 toy cars.

MAIL
COUPON
TO-DAY!

STRATTON MFG. CO., 47 Colborne St., Toronto, Ontario

Dept.

Please rush me Car Wash Unit(s) @ \$2.98 each

I enclose \$ (post free) ☐ cash ☐ cheque ☐ money order

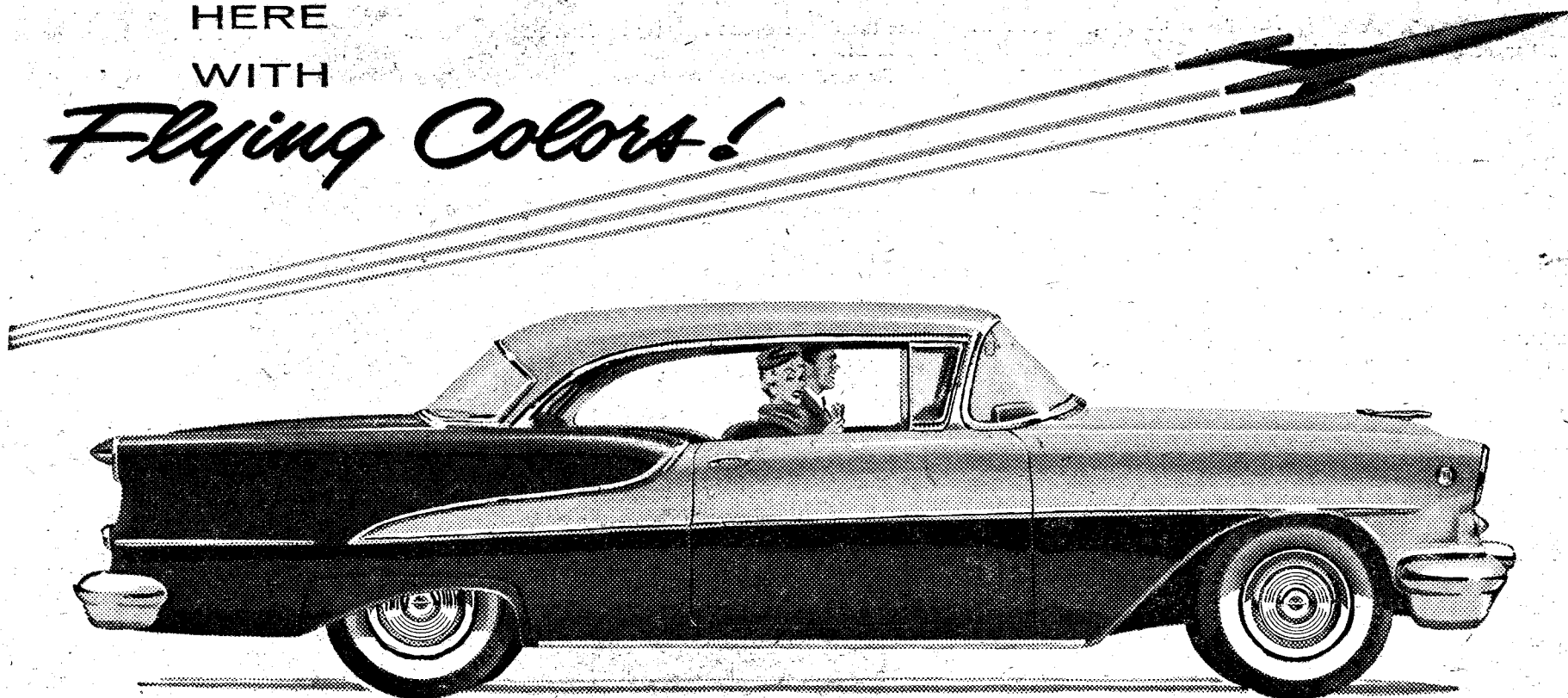
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ADDRESS

CITY PROV. ZONE

STRATTON MFG. CO., TORONTO, ONTARIO

THEY'RE
HERE
WITH
Flying Colors!



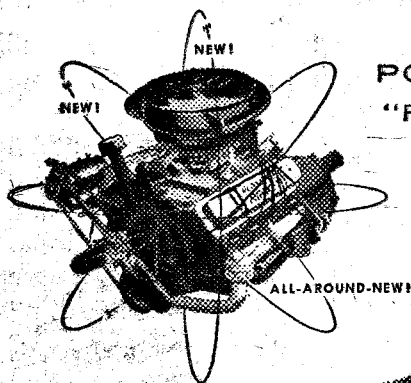
ON DISPLAY TODAY WITH
THAT NEW "Go-Ahead" LOOK!

SUPER
A GENERAL MOTORS VALUE

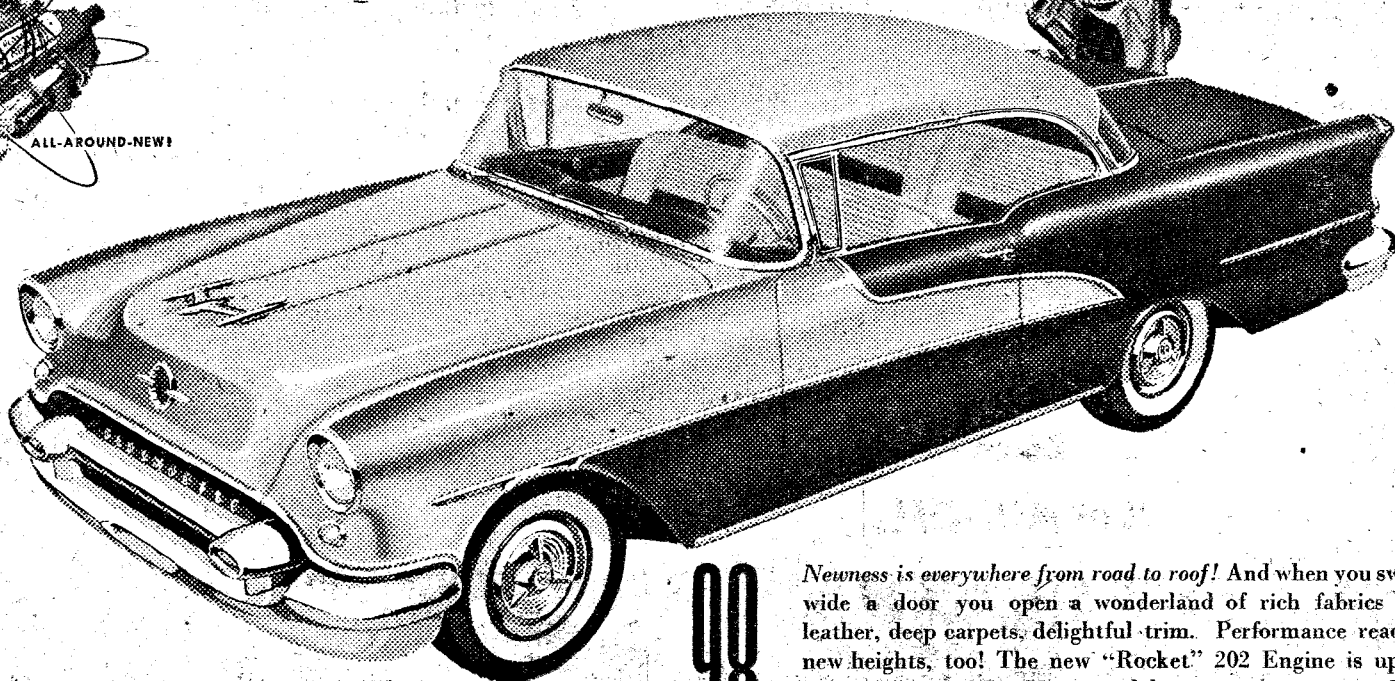


Never so new as now... never so far ahead! With a bold, massive new front-end design... handsome new hooded headlights... a dramatic new flair at the sides! It's Oldsmobile's daring new "Go-Ahead" look! New power, too, with the "Rocket" 202! This means 202 horsepower in the mightiest "Rocket" yet! New color, with the widest selection ever in brilliant new "flying color" patterns! New interiors... a superb new "Rocket" ride... all the newest new ideas on wheels! See us and see the car that's out ahead... OLDSMOBILE FOR '55!

OLDSMOBILE ROCKETS INTO 1955!



POWERED BY THE NEW
"ROCKET" 202 ENGINE!



CLASSIC
A GENERAL MOTORS VALUE



Newness is everywhere from road to roof! And when you swing wide a door you open a wonderland of rich fabrics and leather, deep carpets, delightful trim. Performance reaches new heights, too! The new "Rocket" 202 Engine is up in compression to 8.5 to 1... and horsepower zooms to 202! Of course, all power features are available. *Oldsmobile for '55 is in our showroom now... come in and see it!

*Oldsmobile offers eleven exciting, all-around-new models in three new series for '55—Ninety-Eight, Super "88", "88".

Central Service Garage

LAC LA BICHE

Phone 34

Alberta

Marie Boulanger Exchanges Vows Germain Routhier

GOURIN.—A wedding of interest was held in St. Philip Church when Miss Marie Boulanger exchanged vows with Mr. Germain Routhier. Father St. Arnold performed the ceremony at 2 p.m.

The bride, who entered the church on her father's arm, chose a gown of satin nylon net and lace.

Her trailing veil was held in place by a crown of lace and pearls, which matched her gown. She carried a bouquet of roses and lilies of the valley. Her jewelry was a rhinestone necklace and matching earrings, gift of the groom.

Mrs. Eugene Routhier served as matron of honor and Eugene Routhier attended her.

Bridesmaids were Misses Lilliane Duperron, cousin of the bride, and Beatrice Robinson, cousin of the groom.

Best men were Paul Routhier, cousin of the groom, and Philias Boulanger, brother of the bride.

Miss Yvette Routhier, niece of the bride and groom, was flower girl. She looked charming in a dress of blue, carrying a nosegay and wearing a locket. Her little brother, Larry Routhier, attended her.

Following the ceremony the newly-weds motored to Boyle, where several pictures were taken.

A supper was held for about 95 relatives and friends at the bride's home. A dance was held in Plamondon hall.

The young couple will make their home in Atmore.

Out-of-town guests were Mr. and Mrs. Laflamme, D. Noel, T. Routhier, Mrs. D. Labreque, Mrs. A. Routhier, Mr. and Mrs. G. Robinson, Mr. and Mrs. M. Robinson.

Misses B. and A. Robinson, P. Routhier, all from St. Paul, and Ronnie Matheson from Rocky Mountain House.

Mary Lazowski, Otto Nendze Exchange Vows

NEWBROOK.—A wedding of interest to the community was solemnized Saturday, at the United Church when Mary Lazowski, daughter of Mr. and Mrs. Peter Lazowski, became the bride of Otto Nendze, son of Mrs. Martha Nendze all of Newbrook.

The bride wore a white nylon lace gown with high neck line trimmed with seed pearls. The skirt was bouffant style with small clusters of seed pearls and small white roses. She wore a floor-length veil, caught in a headpiece of seed pearls.

Attending the bride were Misses Martha Nendze, Victoria Penchuk and Kate Fedun, each wearing floor-length gowns of yellow, blue and turquoise nylon, carrying bouquets of carnations.

Attending the groom were Wil-

liam Nendze, Gerald Tanski and Nick Turko.

The bride's mother chose grey gabardine with corsage of talisman roses.

The groom's mother chose a forest green two-piece dress with matching rosebuds.

The reception for 200 guests was held at the home of the bride.

Among the out-of-town guests were Mr. and Mrs. R. Naundorf of Bruderheim, uncle and aunt of the groom.

The young couple will reside on the groom's farm, southeast of Newbrook.

Yearly pay and allowances of a Member of the House of Commons is \$10,000, of a cabinet minister \$27,000, of the Prime Minister \$37,000.—Quick Canadian Facts.

NOW!

Bigger, Renovated Premises to Serve You Better at—

Eli's General Store

Groceries, Dry Goods, Meats Confectionery

Eli Tkachuk, Prop.

Phone 118 LAC LA BICHE



WE'LL MAKE IT
LOOK LIKE
NEW AGAIN!

For all your car and truck repairs,

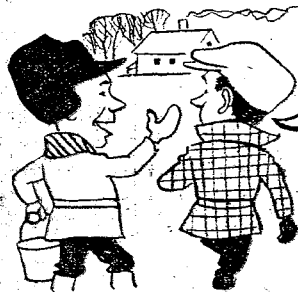
Call at the ...

LAC LA BICHE GARAGE

Willys Cars and Trucks—Willys Jeeps

LAC LA BICHE

Alberta



CHAS. LEBAS

Says...

"A HAPPY PAPPY IS A CHAPPY
WHO'S LUCKY ENOUGH TO LIVE
IN A HOME THAT'S OIL HEATED."

There's extra comfort... for working... or for relaxation after a day's work is done... ashes are just a memory in a home that's oil heated. Every nook and corner can be kept "hospital" clean.

We carry top quality Esso heating oils for space heaters, floor furnaces, oil burners, hot water heaters, stoves, stock trough heaters or chicken brooders. They're tops for economy and delivery is free.

So if you want to be a Happy Pappy get your fuel tank filled well ahead of time.



CHAS. LEBAS

Imperial Oil Dealer

LAC LA BICHE Alta.



ADDED ENJOYMENT
FOR THE WHOLE FAMILY

WITH THE
NEW MARCONI
3-WAY PORTABLE AC, DC OR BATTERY

Wherever you may be, it keeps you in touch with the news and entertainment of the world... giving you greater power, finer performance and better tone than ever before. In it are incorporated many of the outstanding radio improvements developed by Marconi engineers in the war years.

With 5 new type miniature tubes it gives 8 tube performance. Built-in highly efficient loop antenna. 6" loudspeaker. Finished in beautiful leatherette with handle for carrying.

MICHAEL HAMAR

GENERAL MERCHANT

LAC LA BICHE Ph. 2, Alta.

MARCONI THE GREATEST
NAME IN RADIO

WI Hold Chicken Supper, Dance

NEWBROOK.—A chicken supper sponsored by the Newbrook W.I. was held in the community hall Friday. The proceeds will go to

the recreation centre.

The ladies served about 150 guests.

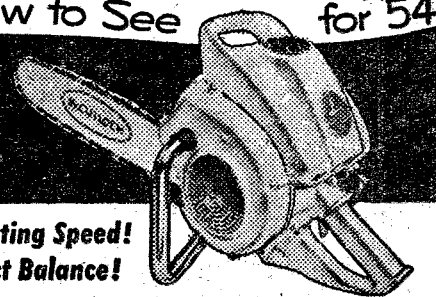
A Christmas cake was raffled, the lucky ticket being held by little Regina Sidor.

After the supper, a dance was held. The ladies report a successful evening.

Here's that New McCulloch Chain Saw

This is the Saw to See for '54

Slick, quick
tool for
1-man
woodcutting



New Power! New Cutting Speed!

Light Weight! Perfect Balance!

Cuts Full Power All Positions—No Adjustments!

FREE DEMONSTRATIONS ALL DAY LONG

Come in today. Try out the new McCulloch Model 4-30 Chain Saw.

H. McCORMICK

LAC LA BICHE

Alberta

MANAGEMENT OF MINES AND MINERALS IN ALBERTA

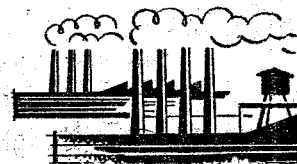
The Department of Mines and Minerals has the administration and management of all mines, minerals and natural resources vested in or belonging to the Crown in the right of the province. The Department consists of three administrative and two service divisions. Responsibilities of the administrative divisions are as follows:

Mineral Rights Division

This division is responsible for the administration of the disposition of sub-surface natural resources held by the Crown by lease, reservation, license, permit or other agreement and for collection of fees, rentals, royalties, bonuses and other revenue from Crown mineral rights.

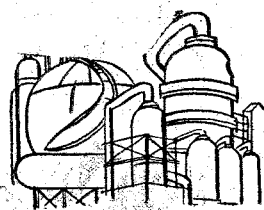
Mines Division

This division is responsible for the administration and enforcement of rules and regulations relating to safety and working conditions in mines and quarries and also examination and certification of personnel.



Mineral Taxation Division

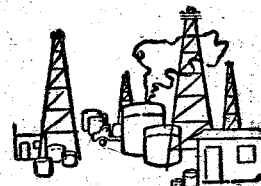
This division administers the Mineral Taxation Act, which provides for the collection of an acreage tax from owners of all freehold mineral rights in the Province. In areas where a mineral is being produced a tax is also levied on the mineral by assessment according to the statute.



In addition the following Board report to the Minister of Mines and Minerals:

The Petroleum and Natural Gas Conservation Board consists of a chairman and two members, with headquarters at 514-11th Avenue West, Calgary. The Board administers all matters pertaining to drilling production and conservation of oil and gas resources of the Province.

The Right of Entry Arbitration Board also consists of a chairman and two members with headquarters in the Land Titles Building, Edmonton. When a mineral operator is unable to acquire the surface necessary for the effectual working of the mineral from the owner, and occupant where the land is occupied, the Board upon application by the mineral operator may grant right of entry and determine the portion of the surface rights that may be used by the mineral operator together with the compensation payable to the surface owner and occupant.



GOVERNMENT BUSINESS
IS
YOUR BUSINESS

GOVERNMENT OF THE PROVINCE
of ALBERTA



Tenders for Electrical Contract At Provincial Building, Lac La Biche, Alberta

Sealed tenders addressed to the undersigned for Electrical Contract at Provincial Building, Lac La Biche, will be received up to 11 o'clock A.M. Mountain Standard Time, Friday, December 17, 1954.

Plans and specifications may be had on application to the Architectural Office, Public Works Building No. 2, Edmonton and will be available only to contractors registered and operating in the Province of Alberta, on deposit of Fifty (\$50.00) Dollars which will be refunded when plans and specifications are returned to the Department complete and in good order not later than one week after closing date of tendering, otherwise the deposit shall be forfeited.

Each tender must be accompanied by a marked cheque for Five (5%) per cent of the tender which will be returned within six days after contract is awarded.

The successful bidder, as selected by the Deputy Minister of Public Works shall become a sub-contractor of and complete a contract as such with the General Contractor to whom he shall be fully responsible for as stipulated in the specifications.

The lowest or any tender not necessarily accepted.

A. ARNOLD,
Deputy Minister of Public Works



Tenders for Heating, Plumbing and Ventilating Contract At the Provincial Building, Lac La Biche, Alberta

Sealed tenders addressed to the undersigned for heating, plumbing and ventilating contract at the Provincial Building, Lac La Biche, will be received up to 11 o'clock a.m., Mountain Standard Time, Friday, December 17, 1954.

Plans and specifications may be had on application to the Architectural Office, Public Works Building No. 2, Edmonton, and will be available only to contractors registered and operating in the Province of Alberta, on deposit of Fifty (\$50.00) Dollars which will be refunded when plans and specifications are returned to the Department complete and in good order not later than one week after closing date of tendering, otherwise the deposit shall be forfeited.

Each tender must be accompanied by a marked cheque for Five (5%) per cent of the tender which will be returned within six days after contract is awarded.

The successful bidder as selected by the Deputy Minister of Public Works shall become a sub-contractor of and complete a contract as such with the General Contractor to whom he shall be fully responsible for as stipulated in the specifications.

The lowest or any tender not necessarily accepted.

A. ARNOLD,
Deputy Minister of Public Works

Grassland

Mrs. Isobel Schendzielorz is still in hospital at Lac la Biche.

Recent visitors from the city included Alphonse Carnier, Miss Leola Schirmmacher, Miss Mary Aleksuk and Mr. and Mrs. Leonard Corse.

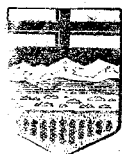
Douglas Coverly took a load of turkeys to Edmonton last week.

The sale at Prokop Woytowich's was held last week, and prices are reported as good. Mr. Woytowich intends to make his home with his sister in Jersey City.

A surprise party was held on Wednesday at the home of Mr. and Mrs. Arlie Chambers, who are leaving shortly for B.C.

Mr. and Mrs. Derko attended the Municipal convention at the MacDonald hotel last week. CFRN's TV photographers were in attendance and Mrs. Derko was able to see herself on television at a friend's, the same night.

Mr. and Mrs. Mike Swdrin ex-



Tenders For General Contract For Erection of Provincial Building At Lac La Biche, Alberta

Sealed tenders addressed to the undersigned for the general contract for erection and completion of Provincial Building, Lac La Biche, excluding heating, plumbing, ventilation and electrical trades, will be received up to 11 o'clock A.M. Mountain Standard Time, Friday, December 17, 1954.

Plans and specifications may be had on application to the Architectural Office, Public Works Building No. 2, Edmonton, and will be available only to contractors registered and operating in the Province of Alberta, on deposit of One Hundred (\$100.00) Dollars which will be refunded when plans and specifications are returned to the Department complete and in good order not later than one week after closing date of tendering, otherwise the deposit shall be forfeited.

Each tender must be accompanied by a marked cheque for Five (5%) per cent of the tender which will be returned within six days after contract is awarded.

Successful bidder will be required to give a marked cheque or approved Government of Canada or Provincial Bond for Ten (10%) per cent of the contract. Heating, plumbing, ventilating and electrical contracts shall be allowed for in the 10% guarantee deposit.

The lowest or any tender not necessarily accepted.

A. ARNOLD,
Deputy Minister of Public Works

In time of need call ... Lakeview Mortuary

MONUMENTS
AMBULANCE SERVICE
Flowers for all occasions. "A complete funeral service."

J. Tardif, Mgr. Ph. 53
LAC LA BICHE Alberta

pect to move into their home in Grassland shortly. They have purchased the building from Alex Nykolaychuk.

Mr. and Mrs. Semenik made a trip to Edmonton on business on Thursday.

Pete Krtize, who has been in hospital at Lac la Biche for some time, is now reported ready to come home.

Lac La Biche

St. Andrew's Church, La la Biche Service of Solemn Evensong.

Eve of the Patronal Festival.

Monday, Nov. 29, 7:30 p.m.

Preacher, The Archdeacon of Athabasca, the Venerable Newlyn Humphreys, B.A., L.Th.

The general public is cordially invited. Reception to follow in the Rectory.

Venice

Angela and Bruno Giacobbo have recently started to work on the section up north.

Mrs. E. Fornari was in Edmonton on business recently.

Mr. and Mrs. Angelo Giacobbo are the proud parents of a baby girl, born on Nov. 22.

Mike Biollo has returned home after working on the bridge gang.

V. Zevola, while coming home

AT HYLO YOU GET
Complete Shopping Service
when you call on

Stanley Grandish

J.I. Case Dealer — Groceries — Dry Goods — Hardware — Builders' Supplies
Phone Central, HYLO

Get NEW WALL BEAUTY
at HAYWARD'S LUMBER CO. LTD.
LAC LA BICHE Alberta

with SUPER KEM-TONE
The Superior Latex-Based Wall Paint
SUPER WASHABLE
SUPER SCRUBBABLE
Rich as velvet... tough as rubber

Sally Stepper THE REAL WALKING DOLL

Just like a real little girl walking with her Mother



GUARANTEED WALKING MECHANISM

It's so easy to set her hair in any style



You can wash and dress her!



SALLY DOES EVERYTHING!

Sally Stepper is one of the most beautiful dolls you've ever seen... even to small details of dimples, finger nails and creases in her chubby arms and legs. Sally has long lifelike hair that can be washed, combed, waved and curled, set or braided. She can be washed, dressed and undressed in standard doll costumes. Sturdily made of a new shockproof plastic for years and years of loving play. Sally Stepper is the doll your favourite little girl would choose for herself. Order Now at this special low price.

STRATTON MFG. COMPANY

94 Adelaide Street W. Dept.

Toronto, Ontario

SHE REALLY WALKS!

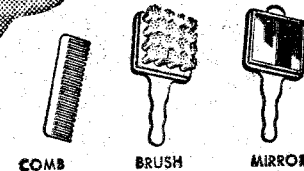
Turns her head as she walks

• STANDS • SITS • SLEEPS

WASHABLE UNBREAKABLE CONSTRUCTION

FREE! with every Doll

Beautiful Dresser Set to Comb, Wave and Braid her fine washable HAIR



Nationally Advertised at Much Higher Price NOW YOURS FOR ONLY

\$3.95 LIMITED SUPPLY

ORDER NOW

10 DAY TRIAL OFFER

If you are not as delighted as the little girl herself when you open the package, return package for full refund.

MAIL NO-RISK COUPON TO-DAY

Stratton Manufacturing Company, 94 Adelaide Street West, Dept.

Toronto, Ontario.

Please rush Sally Stepper Walking Dolls @ \$3.95 and include complete free 3-piece dresser set with each. It is understood that if I am not delighted full purchase price will be refunded.

NAME _____

ADDRESS _____

CITY _____ PROVINCE _____

Enclose \$ _____ STRATTON MFG. CO. pay shipping charges. MONEY BACK GUARANTEE

Lac la Biche

Mrs. Margaret Camber of Edmonton was a weekend visitor of the Settles' family, and also visited friends at Barmegat.

Mrs. H. Zahari was here the weekend.

Quite a bit of expensive fishing is going on around Lac la Biche, says Police Magistrate G. W. Franchuk. The fishing is illegal, making the persons caught pay a heavy price for the fish.

A trial was held recently for a local fisherman, who was given a sentence of 80 days in jail or a fine of \$80.00 by Police Magistrate G. W. Franchuk. Mr. Harman, Fish and Game Officer, gave evidence at the trial.

Jack Holstad is here for a short time.

Ask Amendments To Apply On Industrial Taxation

EDMONTON (BUP). — The Canadian Chemical Company wants Alberta to amend its assessment laws governing industrial plants so the legislation will be similar to that affecting competing industries elsewhere.

The recommendation is made in a brief to be submitted to the Royal Commission on the metropolitan development of Calgary and Edmonton.

The Commission reopened hearings in Edmonton Monday.

In the submission prepared by prominent Montreal Lawyer H. Carl Oldenberg, the company says that its plant near Edmonton is the largest single industrial development in Alberta. Construction of the plant involved a capital expenditure of more than \$75,000,000, of which about 60 per cent. was for machinery and equipment.

The company says that in Ontario, the City of Montreal, the United States and Britain, fixed machinery used for manufacturing is exempt from local taxation.

The President of Canadian Chemical, M. W. Mackenzie, says that the position of an industrial plant must be considered in relation to its competitors. He stresses the dangers of unduly high assessments and taxation both to his company and to the basic industrial development of the province.

Mackenzie asks that the Alberta Assessment Act be amended to exempt from assessment and taxation all machinery and equipment used for manufacturing purposes.

And he also asks that the Act direct assessors in rating new industries to make a fair and reasonable allowance for production and

marketing difficulties as reflected in unused plant capacity, earnings and other relevant factors for up to 10 years.

Mackenzie pointed out that the Canadian Chemical Company has put up facilities in excess of immediate requirements, and full production will probably not be reached for a number of years.

The brief suggests that any decrease in municipal revenues due to implementation of the changes be met by provincial grants. This step would be justified, says the brief, because the provincial economy as a whole benefits from the establishment of manufacturing industries.

Card of Thanks

We wish to extend our heartiest thanks and appreciation for acts of kindness, messages of sympathy and beautiful floral tributes received during our recent bereavement. Special thanks to Rev. R. Green and Dr. Cadgown.

MRS. M. A. LETT & FAMILY.

Government Has No Idle Surplus Money

EDMONTON (BUP) — Alberta Premier E. C. Manning has called on municipal officials to ignore stories that the province has millions of dollars in the bank and doesn't know what to do with them.

The premier said at the convention of the Alberta Association of Municipal Districts in Edmonton that no provincial funds are now idle.

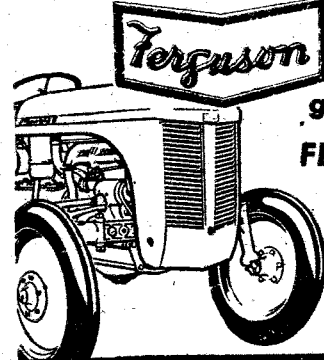
In the past five years, he said his government has made loans and grants for municipal, school and hospital purposes totalling \$278,000,000.

The premier said that the major problems of education costs, capital costs and economic and financial stability of the individual citizen are within reach of solu-

tion. He said education costs this year will reach \$47,000,000, and added to the other costs of municipal operations it is the straw breaking the camel's back.

At the time of the 1951 census there were in Canada 7,072,505 single persons, 6,261,578 married persons, 643,348 widowed persons and 31,900 divorced persons.

WORLD'S MOST COPIED TRACTOR



...yet the ONLY one that

gives you ALL the revolutionary FERGUSON SYSTEM features!

GRASSLAND SALES & SERVICE

GRASSLAND Alberta

FREE DEMONSTRATION on YOUR OWN farm

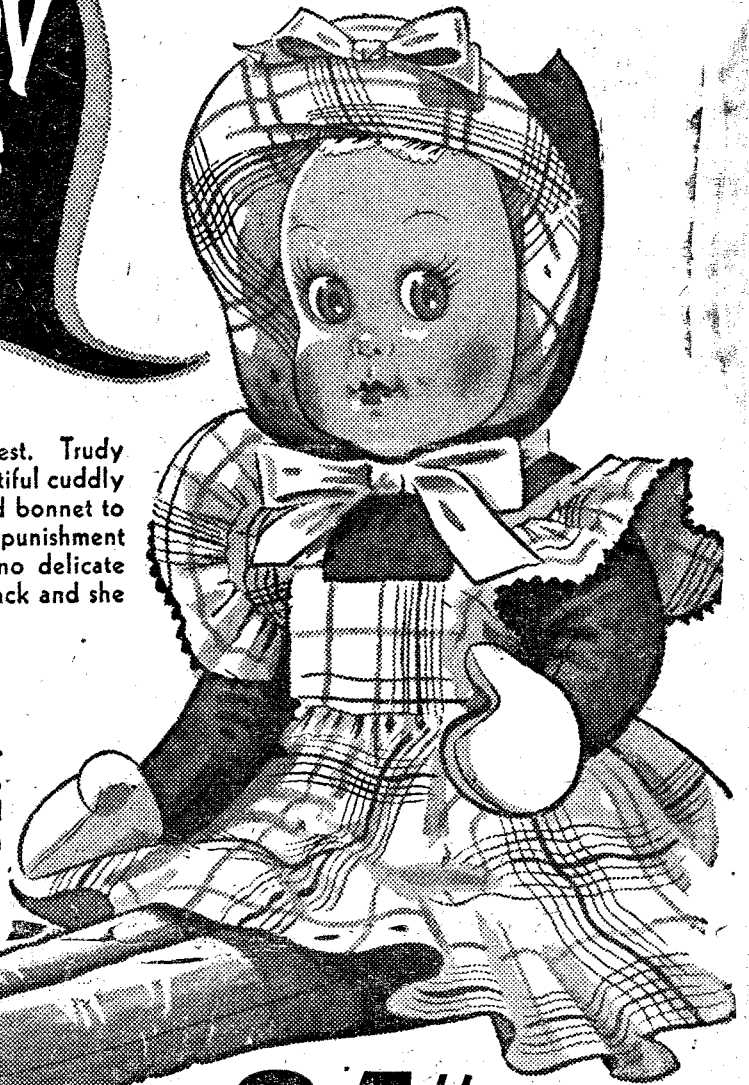
I'M
TALKING TRUDY
THE DOLL THAT TALKS
... in RHYME!

Yes, Talking Trudy is always ready to say her piece! "Mary had a Little Lamb," "Rock-a-Bye Baby," "Pussy Cat, Pussy Cat" or "Oh, where has My Little Dog Gone" . . . ask your little girl which of these four famous nursery rhymes she likes best. Trudy will recite that rhyme as often as you want. Trudy is a big, beautiful cuddly doll, all decked out in a sweet plaid pinafore and cute hooded bonnet to match. She's 24 inches tall and sturdily built to take all sorts of punishment and still talk in rhyme. There's no complicated machinery, no delicate settings to go wrong. Just turn the sturdy handle at Trudy's back and she talks in rhyme . . . every time!

HURRY! HURRY!

Don't disappoint your little girl. Make sure that she gets her "Talking Trudy" doll. ORDER NOW. Supplies are limited so don't delay and be sure to state your first, second, third and fourth choice of nursery rhymes by numbering the squares in the attached coupon.

• ROCK A BYE BABY
• MARY HAD A LITTLE LAMB
• OH WHERE HAS MY LITTLE DOG GONE
• PUSSY CAT, PUSSY CAT



24" TALL

Fill In
And Mail
This Coupon
Now!

YOUR MONEY IMMEDIATELY
REFUNDED IF YOU ARE NOT
COMPLETELY SATISFIED WITH
TALKING TRUDY.

STRATTON MFG. CO., 47 Colborne St., Toronto, Ont., Dept.

Please Rush..... Phonograph Doll(s) at \$4.95 each

☐ I enclose \$..... cash/cheque/money order (postage free)

☐ Please send C.O.D. (I will pay postage)

Name.....

Address.....

Here Are My Nursery Rhyme Preferences Marked 1 to 4

☐ ROCK-A-BYE BABY

☐ MARY HAD A LITTLE LAMB

☐ OH WHERE HAS MY LITTLE DOG GONE

☐ PUSSY CAT, PUSSY CAT

\$4.95

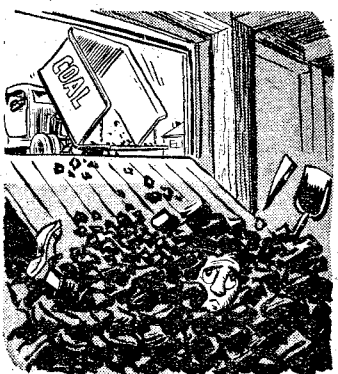
AND A FREE
NECKLACE TOO!

FREE

Get this grand 17-inch pearly necklace ABSOLUTELY FREE with every "Talking Trudy" doll you order. Let Trudy wear it . . . or Trudy's little mother will find it a nice grown-up touch . . . just like mummy's. It's FREE if you order "Trudy" right away.

STRATTON MFG. CO., TORONTO, ONTARIO

FULLY COVERED?



Good . . . or Bad?

It depends on the Coverage.

Full Insurance Coverage means

Security . . . Peace of Mind

Be sure you have

Complete Protection.

GEORGE W.
FRANCHUK

Phone 116, Lac la Biche.
Lac la Biche, Wandering River

Give Her Something She Can Wear

FROM
Robinson Stores
LAC LA BICHE Alberta

Charron

Mr. and Mrs. Meda St. Jean visited relatives in Charron last weekend.

Mike Inicki has made a trip to the east to bring back a new bus for Sandy Karpetz.

Kenneth Fischer of Edmonton visited the Jesse Fischers.

Visitors to the city recently were Mr. and Mrs. Stanely Inicki and Mrs. Frank Dudla.

Mrs. William Holst attended her sister's wedding at Elscott.

William Holst is operating a caterpillar at Newbrook.

The veterinary from Athabasca was in Charron attending to a sick cow at Bill Holst's and sick pigs at Jesse Fischer's.

Mr. and Mrs. Bill Makar motored to Colinton to visit Mrs. Makar's sister.

Two-thirds of Canada's dwellings are owner-occupied.

UNUSUALLY MILD WEATHER DELAYS FREEZE-UP OF LAKE

LAC LA BICHE—By the time this story appears in print the lake here may be frozen over. If that happens there will be no new record set on the lateness of the big annual freeze-up.

However, on Monday morning it looked as though it might take until December at least, before solid ice sealed over the big pond. In that case at least a 10-year record will have been set, according to information available at the Lac la Biche weather station.

Farewell Party For Mr., Mrs. Chamzak

BOYLE—A farewell party in honor of Mr. and Mrs. Metro Chamzak was held in the community hall on Saturday, Nov. 20. A good crowd was on hand to bid the Ontario bound family farewell, and proffer their best wishes.

A purse of money was presented to them. A delicious lunch was served.

Here are the freeze-up dates since 1945 (no figures on hand for 1946):

1945—November 6
1947—November 13
1948—November 23
1949—November 30
1950—November 9
1951—October 28
1952—November 23
1953—November 22

If freeze-up takes place after November 30 this year it will set a record. Incidentally, the weather has been mild all fall and a high of 62 was recorded as late as October 17.

If It's REXALL It's Right!

THAT IS WHY we say:
Always shop at your
REXALL DRUG STORE

In Lac La Biche It's—
STEWART'S

For Expert Attention To Your Wiring Needs

O. D. TREMBLAY
Electrical Services
LAC LA BICHE Alberta

Expert Welding and Blacksmithing

on all types of Cars, Trucks,
Tractors and Machinery
If you like our work—tell
others. If not—tell us.

Dealers for New Idea Farm
Implements and Keck-
Gonnerman Threshers

**Atmore Welding &
Blacksmithing**
"Larry" Stank, Prop.
ATMORE Alberta

Sponsor Needed!

For hours a picket walked up and down a busy street carrying a sign that was absolutely blank.

Asked what was the big idea, he replied, "I'm looking for a sponsor."

**Support Your
Home Town**
Robinson Stores
LAC LA BICHE Alberta

Gift HEADQUARTERS

TOYS - NOVELTIES - LADIES' COATS

DRESSES and SHOES

Also CHILDREN'S WEAR

Shop at . . .

5c to \$1 Store

LAC LA BICHE

Alberta

Shop NOW for CHRISTMAS

Choose from our wonderful selection of Jewellery, Watches, Clocks, China-ware and many other items.



JACK WOLSTENHOLME

REGISTERED JEWELLER

LAC LA BICHE

Alberta

DOG VACCINATIONS

IN THE M.D. OF ATHABASCA FROM DECEMBER 6TH TO 14TH, 1954

December 6th, Monday	December 10th, Friday
A.M.	A.M.
Lincoln P.O. 9:30	Ferguson School 9:30
Geo. Lake School 10:30	Paxson P.O. 10:30
Coolidge P.O. 11:30	Amber Valley 11:30
P.M.	P.M.
White Clover School 1:30	Hammond School 1:30
Carl Yarish's Farm 2:30	Willow Flat 2:30
Perryvale 3:30	Spruce Valley 3:30
Meanook 4:30	Donatville 4:30
December 7th, Tuesday	December 11th, Saturday
P.M.	Athabasca
Baptiste Lake	(Prov. Bldg.) 2:00 to 4:00
(Harrold's) 1:30	
December 8th, Wednesday	December 13th, Monday
A.M.	A.M.
Lahaleville P.O. 2:30	Sarraill 9:30
Grosmont P.O. 3:30	Frains 10:30
Larvert (Babak's Farm) 4:30	Atmore 11:30
P.M.	P.M.
Swanberg's Store, Savdy 9:30	Gourin 1:00
Big Coulee P.O. 10:30	Charron 2:00
Richmond Park (Bilida's) 11:30	Blue Jay 3:00
P.M.	Grassland 4:00
Laura P.O. 2:00	
Carl Mescouski's Farm 3:30	
Fairhaven 4:30	
December 9th, Thursday	December 14th, Tuesday
A.M.	A.M.
Parkhurst School 9:30	Colinton 9:30
Clover View School 10:30	Atlanta 10:30
Forest School 11:30	New Pine Creek 11:30
	P.M.
	Ellscott 2:00
	Alpen 3:00
	Boyle 4:00
	December 15, Thursday
	Smith—To be announced.

POINTS TO NOTE REGARDING DOG VACCINATION

1. Dog Vaccination is compulsory, whether a dog has been vaccinated before or not.
2. Vaccination for rabies is free.
3. The vaccine used this time has longer lasting effect, and is good for two years.
4. As soon as all dogs gathered at one point have been vaccinated the veterinary will move to the next point—please, therefore, come at the exact time listed on the schedule.
5. If it is more convenient for you to bring your dog to another point than the one nearest to your farm, please do so.
6. Vaccination of cats is not compulsory, but pet cats will be vaccinated if one so desires.

COMING SOON!

The new 1955 Models in

Chevrolet and Pontiac Cars

Now—Better Than Ever!

Enquire About Them at—

CENTRAL SERVICE GARAGE

Dealers for Chevrolet, Oldsmobile, Pontiac, Buick Cars—
Chevrolet and G.M.C. Trucks — B-A Products

LAC LA BICHE

Alberta

**WE USED TO CALL HER EGGLESS
GERTIE BEFORE SHE STARTED
GETTING
SWIFT'S!**

**Feed Swift's Poultry Concentrate
for more eggs and bigger profits!**

You get more for your money with any Swift's feed. Because the Swift reputation depends on the produce you grow, Swift's want you to have the best feeds possible . . . and have the research and manufacturing facilities to see you get them. You get the most for your feed dollar when you buy Swift's in the bag with the bars!

Swift's
Buy the bag with the bars!

J. E. DAKIN

GOURIN

Alberta

**NUTRITION IS OUR
BUSINESS—AND YOURS!**